



CREATIVE EVENT
EXPERIENCES

www.cogentglobalsolutions.com

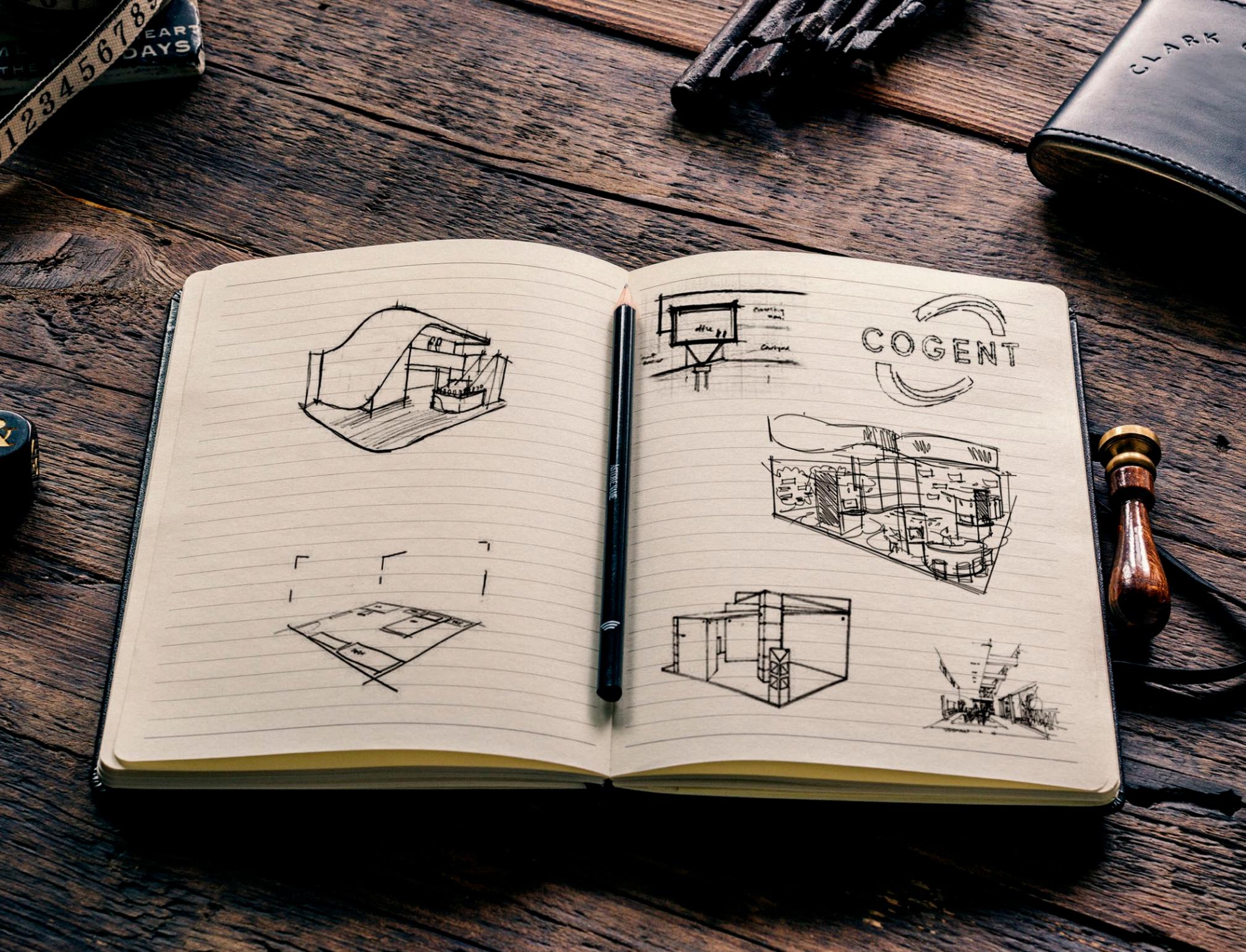


member of the heavy hitters club

we're not in the heavy weight class
we just hit like it.

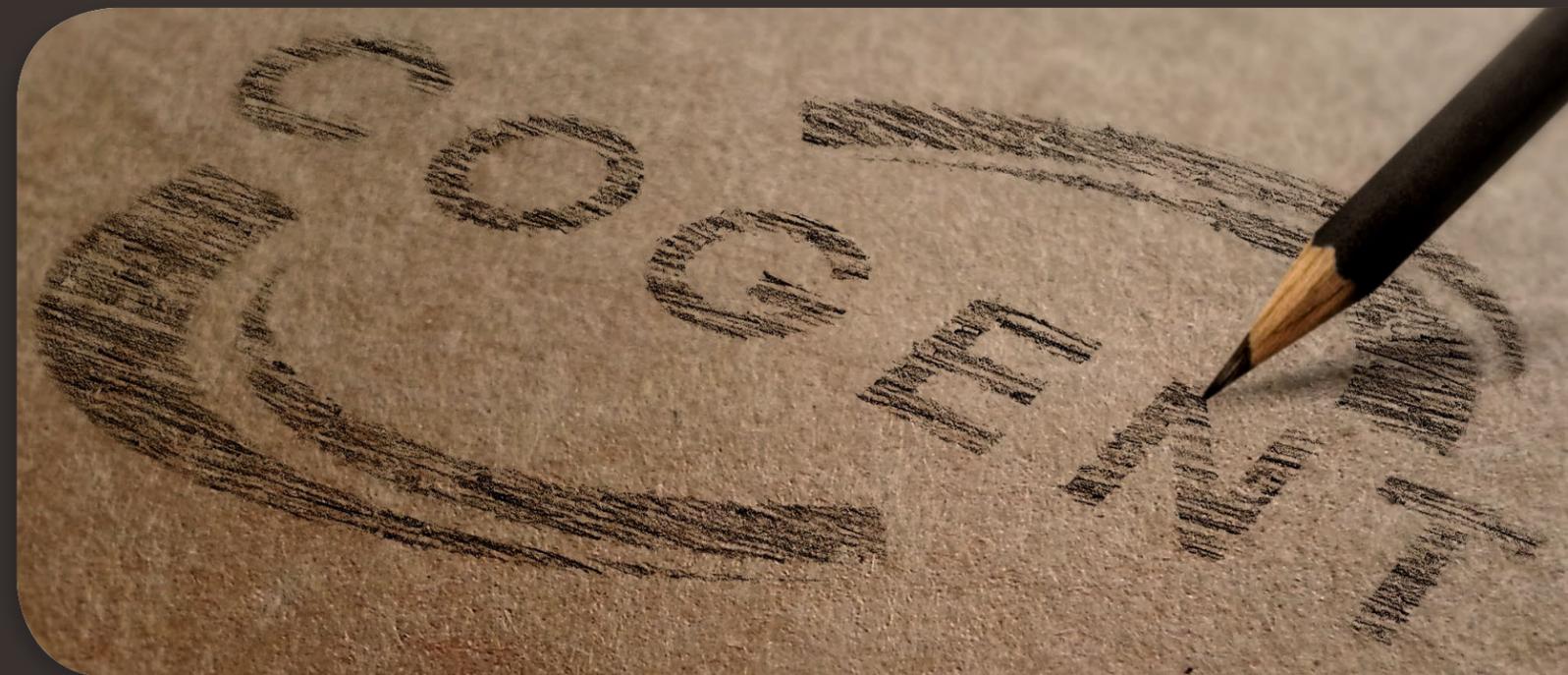
services —
WE OFFER OUR CLIENTS

- — Event Strategy
- — Brand Development
- — Design & Production
- — Marketing and Promotion
- — Event Logistics
- — Presentation Management
- — Motion Graphics & Design
- — On Demand and Live Event Streaming Services



We Remember The art

Making events spectacular takes ingenuity, creativity and artistry. Cogent offers its clients an event product second to none because we focus on the creative. **We remember the art.**



WE'RE COGENT GLOBAL SOLUTIONS

We help our clients create events at trade shows, conventions, corporate events, music festivals, concerts and more. If it is an event, we're interested in helping put it on.

WHAT MAKES US DIFFERENT?

Our philosophy. We believe events should be engaging, memorable experiences. We work from this simple premise and build our clients needs around this principle. **It really works!**

We Have The *Tech*

We have the latest Audio/Visual technology in the world - from edge projectors to 3D projection systems. **And we're really, really good with it.**



TECH IS GREAT. BUT IT'S ONLY A TOOL.

And like any tool, the person using it is where the result comes from. Cogent has a great team of experienced A/V engineers ready to go at a moments notice.

TECH SHOULD BE INVISIBLE.

Our job is to make your event amazing. That means the focus is on you, not the tech. We know how to place our tech and blend it into the event to be experienced - not seen.





hey ... you going this weekend?
 Of course - I already have tickets!
me too - I told Rachel and she's coming.
 lol ... I told Steve. He'll be there.



ATTENDANCE BOOSTING

Creating great events is one thing we're good at. Another is helping clients boost attendance by marketing, branding and promoting the event itself.

CREATING A VIRAL BUZZ

Using social media and other marketing channels, Cogent works with clients to create the highest levels of ticket sales and attendance possible. **Sold out.** Two *beautiful* little words.



Nobody Likes A Crowd

unless you're the guy selling tickets.



Putting on a great show is one thing. Filling the seats is another. Let Cogent work with you to maximize your attendance and create pre-event buzz to move more tickets.



Building Your Event Brand

Cogent creates a unified presentation.

Our brand designers work with clients to create the right look and feel for their event brand.

Then they apply that look consistently across all points of promotion and the event itself.



What makes a *Brand?* *recognition* *awareness* *perception* *identity* *culture*

A UNIFIED BRAND IDENTITY

Cogent consults with clients to help them build a unified look for their brand across their event platform. With promotions, digital signage, banners, social media ads, everything.

BUILDING THE RIGHT BRAND MESSAGE

What is the right message? What will stir your audience to attending? How do you effectively communicate your brand to the market? These are answers we can find together.



messaging
connection
image

tone

feeling

attitude



We love to be Creative

Clients have learned to trust Cogent's team of designers and production artists. We work with our clients to **find the right designs** to fit their branding and marketing strategy.



EVENT SHOW BOOTH DESIGNS

We're really good at dimensional designs and creating art that works at different angles, on curved surfaces, from a distance or close up and on different surface materials.

GRAPHIC DESIGN SERVICES

We can create info-graphics, logos and custom graphics for your event to help tell a story to the viewer. Cogent's designers can help visually communicate your message.



tie it all Together

COLOR IS A POWERFUL TOOL

Cogent designers know how to use color to attract attention and to enhance the look and feel of your event artwork. Colors really can tie everything together.

USING COLOR THEORY

But to use color properly a design team has to understand and apply color theory from the beginning. Our team knows colors and we'll use every drop to give our clients an edge.



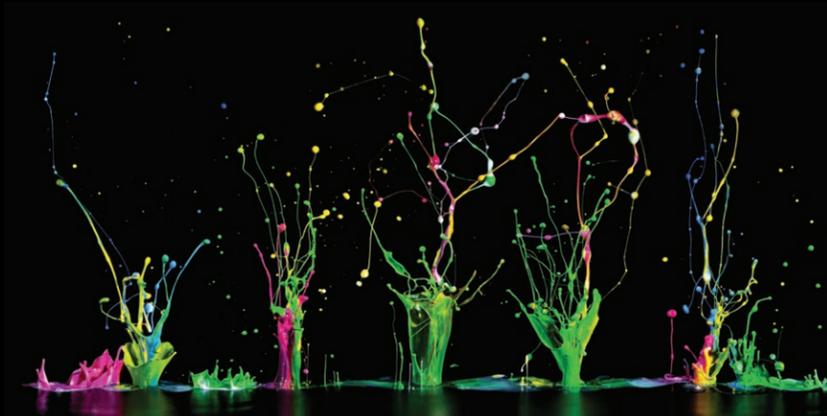
Split complementary
The split-complementary color scheme is a variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement.



Double-Complementary
The rectangle or tetradic color scheme uses four colors arranged into two complementary pairs.



Triadic
The triadic color scheme uses colors that are evenly spaced around the color wheel.



We like to build Stuff



Yes, we played with Lincoln logs and erector sets as kids. Yes, now we get to play with cranes and frame out rock concerts - pretty cool in anyone's book. **We can handle projects of any size or scope.**



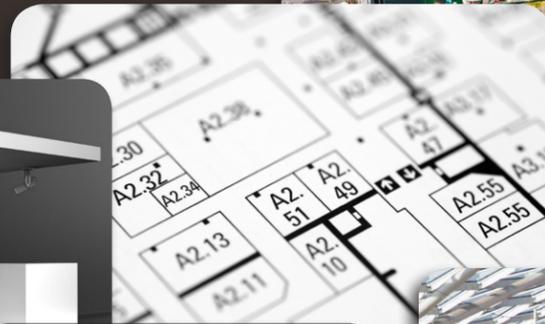
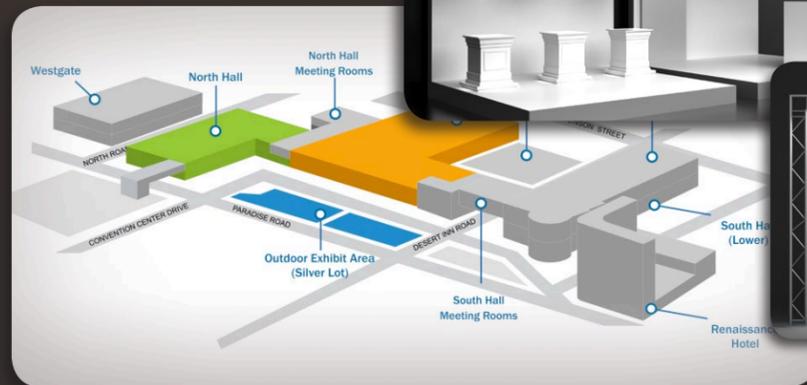
Event Strategy

putting all the pieces together



The difference between an average event and an exceptional event is all in the details and strategy. We work with event planners all around the country to build the best strategy so their event is executed with precision and excellence.

Average is not in our play book.



TRADE SHOW BOOTHS TO CONCERTS

It doesn't matter to us what it is we're putting together - we like to store it, ship it, build it then do it all again. We have had lots of experience at it and we're good at doing it.

FACILITIES NATION WIDE

We have storage facilities, shipping and logistics handling teams for nation wide events We can handle moving and assembly of event equipment of any size.



Putting on a Show

Attracting an audience and captivating them can be the difference between a success and failure at major events where you're competing for attention.

We know how to find the best talent and entertainers in the business and get them on board for your event. We handle the recruitment, scripting and staging so everyone is ready to put on a great performance.



Presentation management



Cogent assists clients prepare for and deliver presentations for both public and private venues. We offer technical solutions that allow speakers to prepare and manage their presentations up to the moment they are live. And, we're there with the best A/V equipment so you sound and look great.

We help you prepare and deliver with confidence.



The people you surround yourself with contribute to your identity and impact how others view you. Your brand becomes more respected if your guest speakers deliver memorable performances.



EVENT PRESENTATIONS



MOTION GRAPHICS
TO ATTRACT ATTENTION

adding the Sizzle



BRANDING AND LOGOS

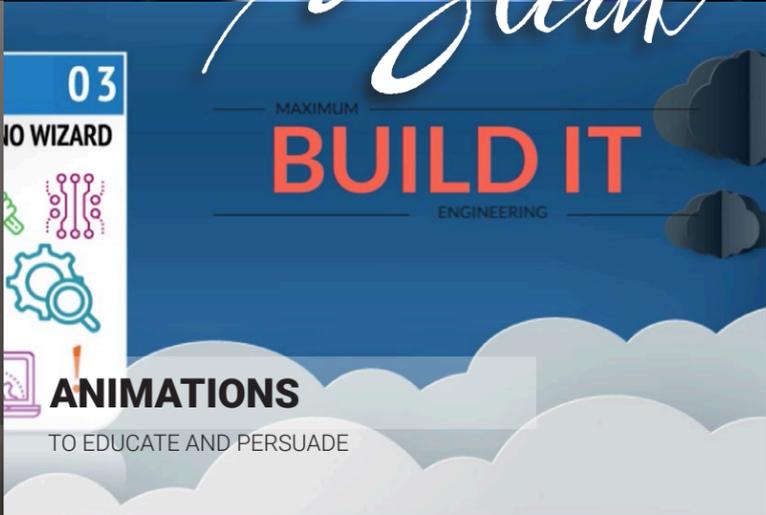


3D GRAPHICS
FOR BRANDING

to the Steak



INFORMING/ENTERTAINING



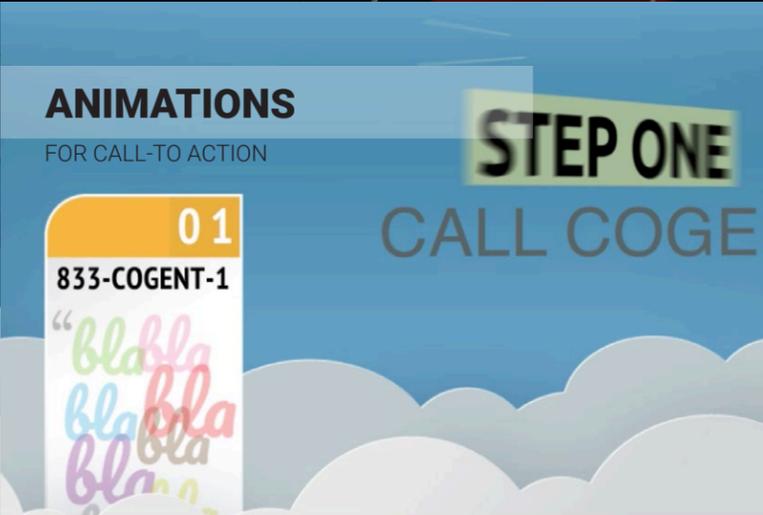
ANIMATIONS
TO EDUCATE AND PERSUADE



MOTION GRAPHICS
TO ENHANCE PRESENTATIONS



3D GRAPHICS
TO INFORM KEY POINTS



ANIMATIONS
FOR CALL-TO ACTION

STEP ONE
CALL COGE



Video Streaming services

There are times when it benefits a client to live stream an event or record an event and make it available online. Cogent offers both options to its clients.

We also offer an on-demand service where clients receive a professionally edited version of the event they can monetize online on a pay-per-view / on-demand basis.

We help clients connect with their markets online.



Many corporate training events are recorded and made available online so employees who were not able to attend are able to benefit from the presentation.

corporate Events

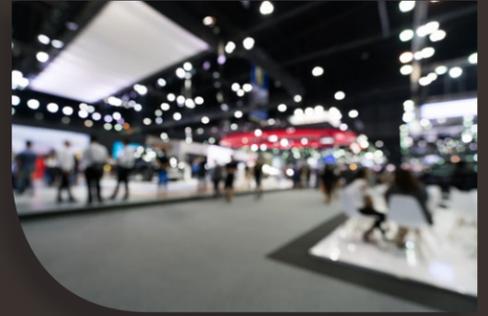


Cogent helps corporate clients **connect** with their clients, customers and employees. Our team is here to help you setup your corporate events.



conventions and trade Shows

We know how tough shows can be for our clients. The competition to draw qualified leads to a booth space is intense. **We're here to help the team in the field have the best chance at a winning show** by preparing and building the best venue possible.



Cogent can help you facilitate and setup venues for corporate workshops, training, award ceremonies and presentations of all types, both private and public.



THE BENEFITS OF STRATEGIC PLANNING

Our design and strategy teams work together with show planners to **create the best mix of elements** for the show: location, booth design and graphics, quality of presentation (motion graphics/3D/animation), entertainment, after-hour events and pre-marketing all work to maximize opportunities.



Chaos & Opportunity



medical Conferences

Cogent understands the unique nature of medical conferences where you compete against the clock for face-time and **fierce competition**. We can help put a winning strategy together that incorporates these factors and builds around them.

COMPETING FOR TIME

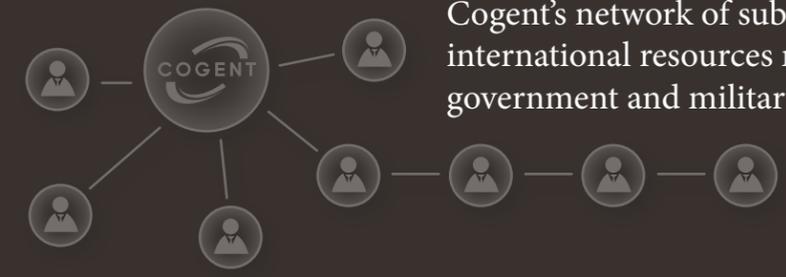
Attendees at medical conventions need to be presented information in a fast, concise way as time is limited with continuing education, presentations, and seminars offering competition for their time.



government and military Events



Cogent works with both local, state and national branches of government and with all branches of our military. **We are familiar with the bid and proposal processes** and the documentation required during the project to meet your compliance standards.



Cogent's network of sub-contractors, venue partners, and international resources make it an ideal provider to meet government and military event project needs.



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